



Encouraging Students to Fuel Up with Healthy Foods & Play 60 Minutes Every Day

Colin Lowe
Account Manger
Fuel Up to Play 60

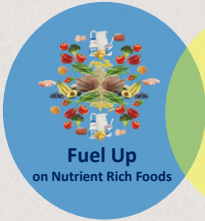
**Celebrating
5
Years!!**

What is Fuel Up to Play 60?


- In-School Nutrition & Physical Activity Program
- National Dairy Council & NFL Partnership
- 73,000+ schools nationwide
- 85% of all school districts involved
- For Youth, With Youth
- 100,000+ enrolled adults
 - 39,000 are Program Advisors



What does Fuel Up to Play 60 mean?



Fuel Up
on Nutrient Rich Foods



Be Active
at least 60 Minutes
every day

Why Fuel Up to Play 60?




- Students are motivated to make better food choices –and be more physically active before, during and after school.
- Customizable
- Supports your existing school wellness efforts
 - Can be overarching umbrella
- Student involvement
- Powerful Partnerships

Fuel Up to Play 60: A Snapshot

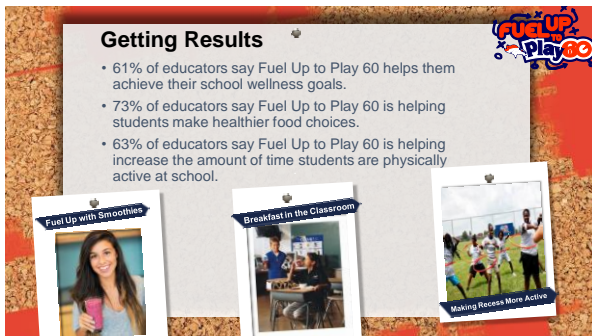



Visible, Vocal Support Denver Broncos Partnership



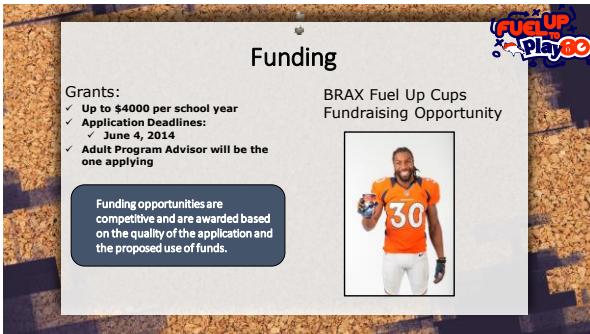














Ambassadors

State Student Ambassadors



Incentives and Rewards





Alyssa Shipp - Montana State Ambassador

Miles City, Montana



Learning to face our world with
courage, strength, and knowledge
to help the rest of our team.
-Alyssa Shipp & Alyssa Shipp



Kaylene, National Student Ambassador

Pueblo, Colorado

- "A program that has changed my health, my community, my life"

